

GREAT CULTURE

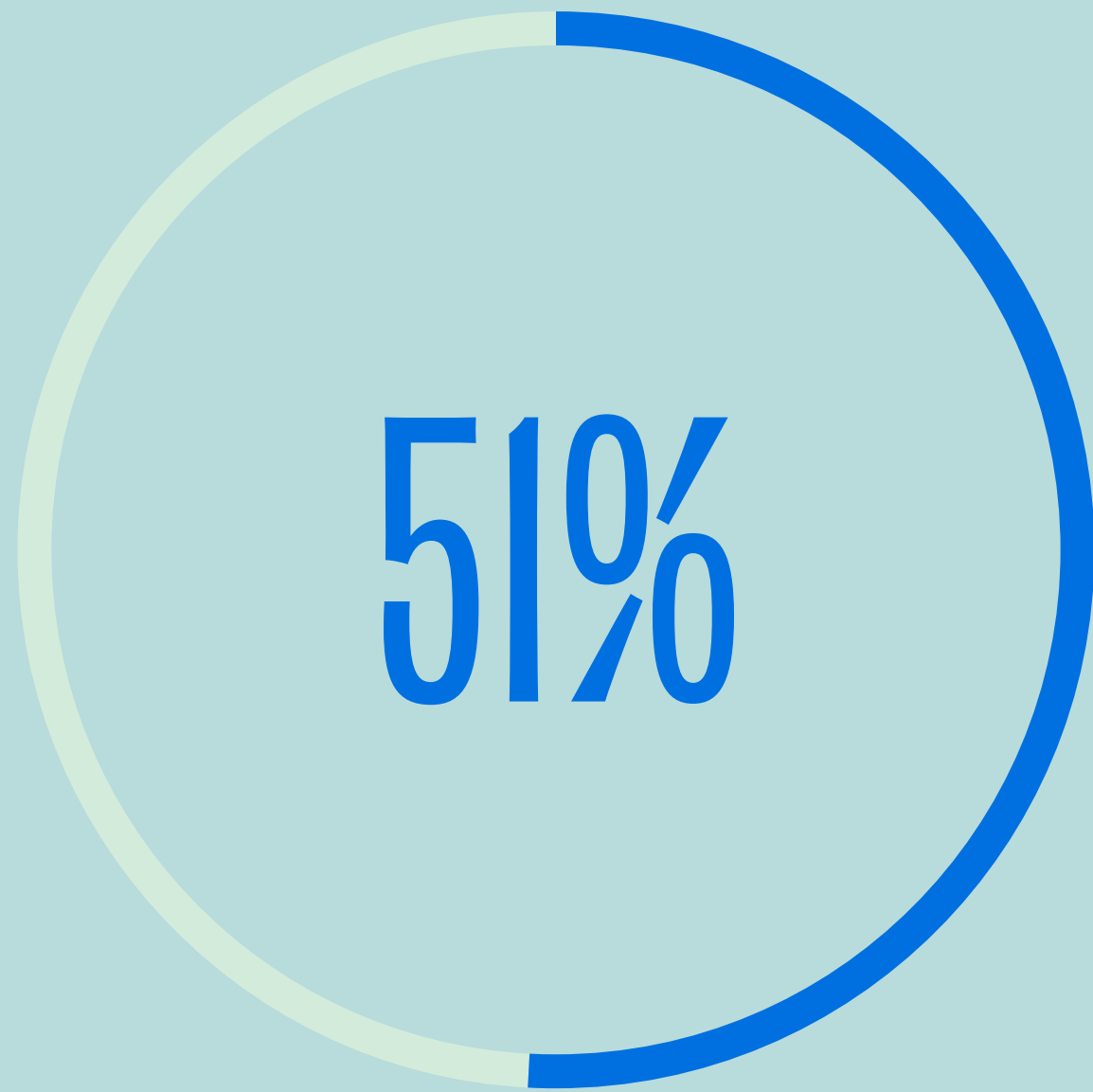
REQUIRES

GREAT LEADERSHIP

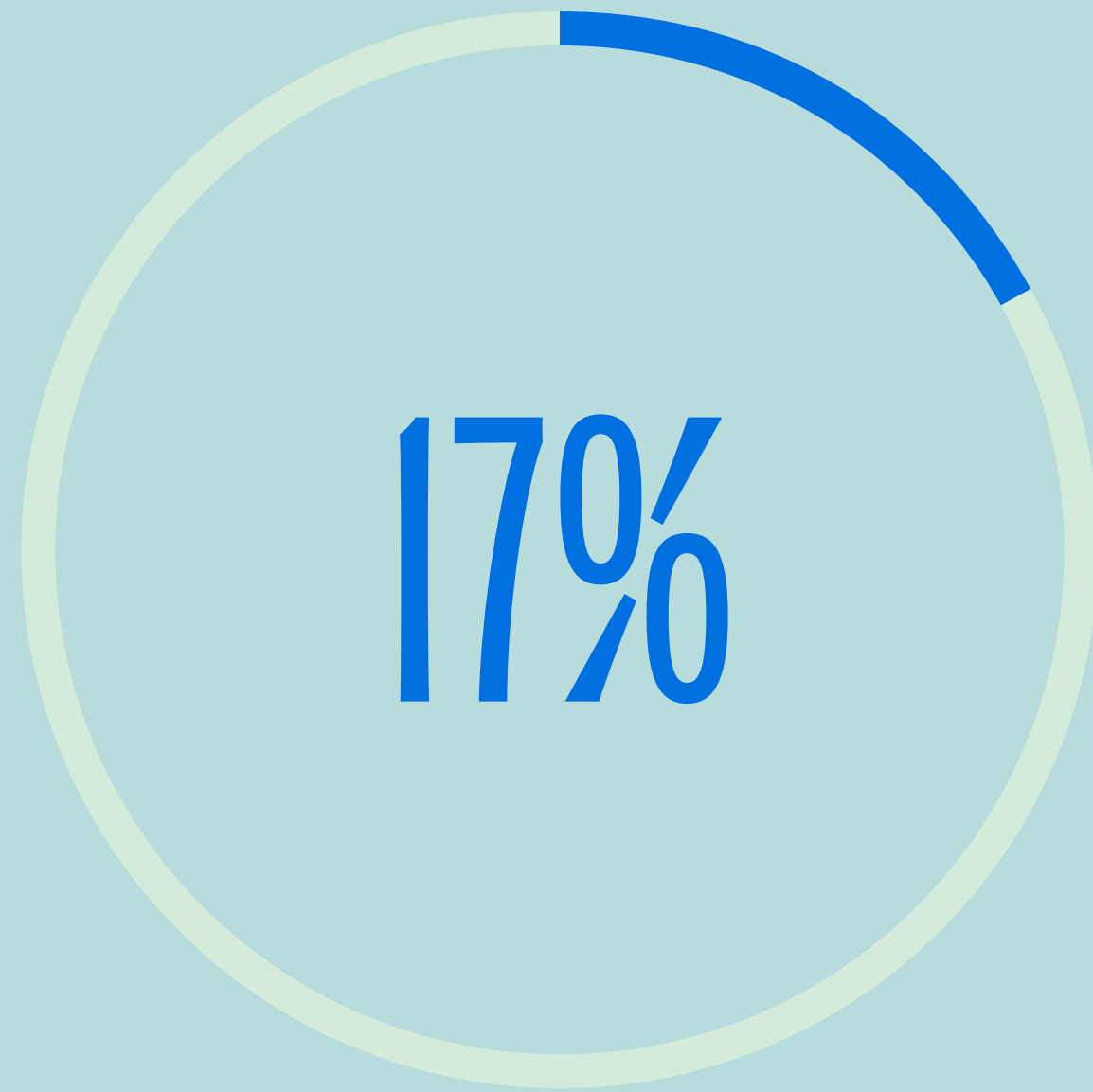
KEYNOTE BY **AMIRA EL-GAWLY, FOUNDER + CEO OF MANIFESTA**

How do we cultivate  
workplaces where both our  
people and business thrive?

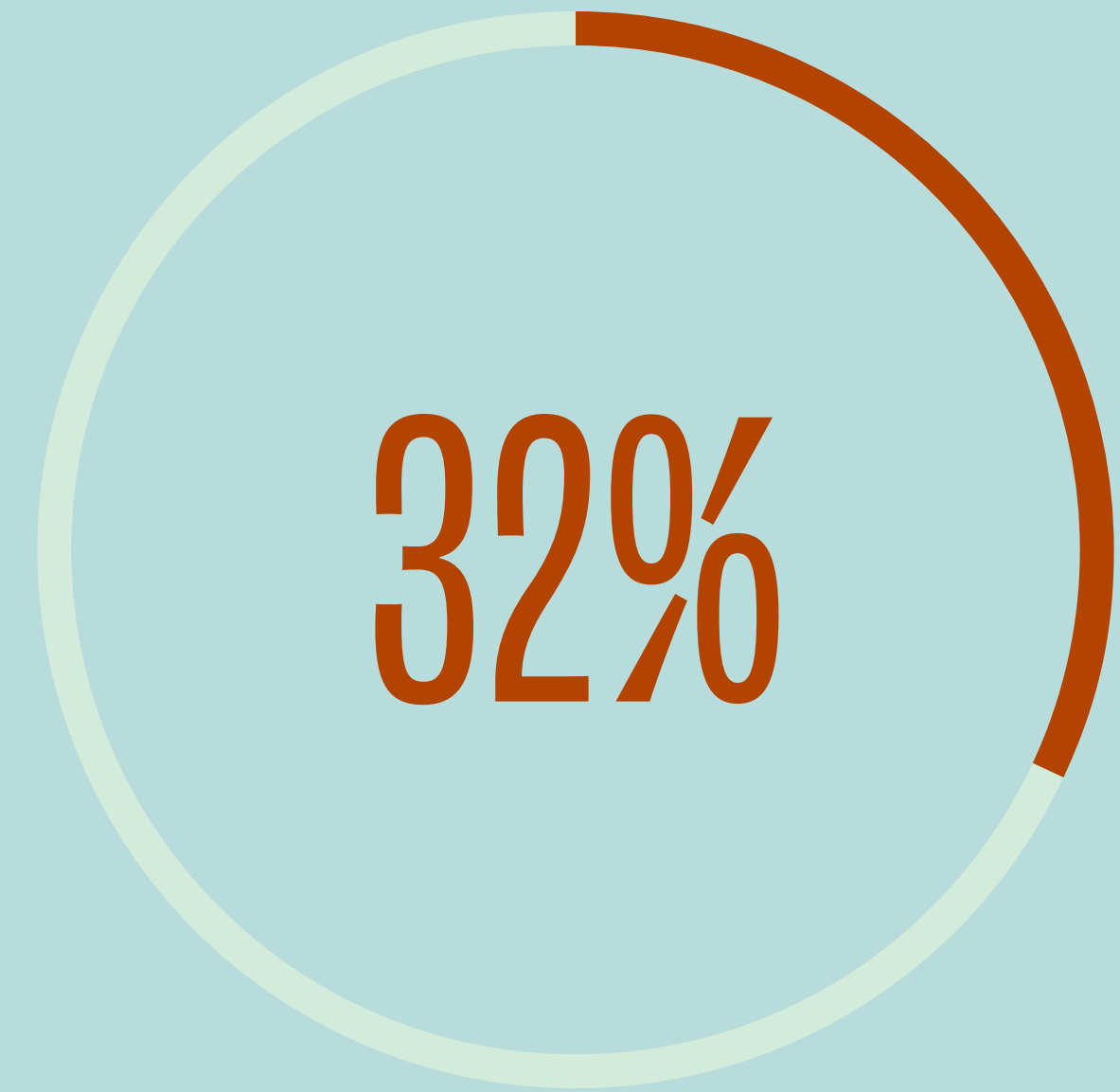
# THE EMPLOYEE EXPERIENCE



of employees are disengaged



of employees are actively disengaged



of employees are engaged

## THE EMPLOYER EXPERIENCE

A donut chart with a dark red outer ring and a light green inner ring. The inner ring represents 84% of the total, and the outer ring represents the remaining 16%. The percentage '84%' is written in the center in a dark red font.

84%

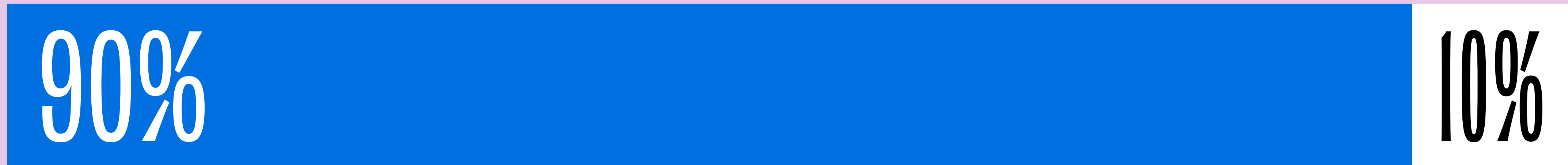
cited labor shortages  
as a top challenge

A donut chart with a dark red outer ring and a light green inner ring. The inner ring represents 72% of the total, and the outer ring represents the remaining 28%. The percentage '72%' is written in the center in a dark red font.

72%

noted a distinct lack of  
well-qualified candidates

Maintaining a strong culture is a priority.

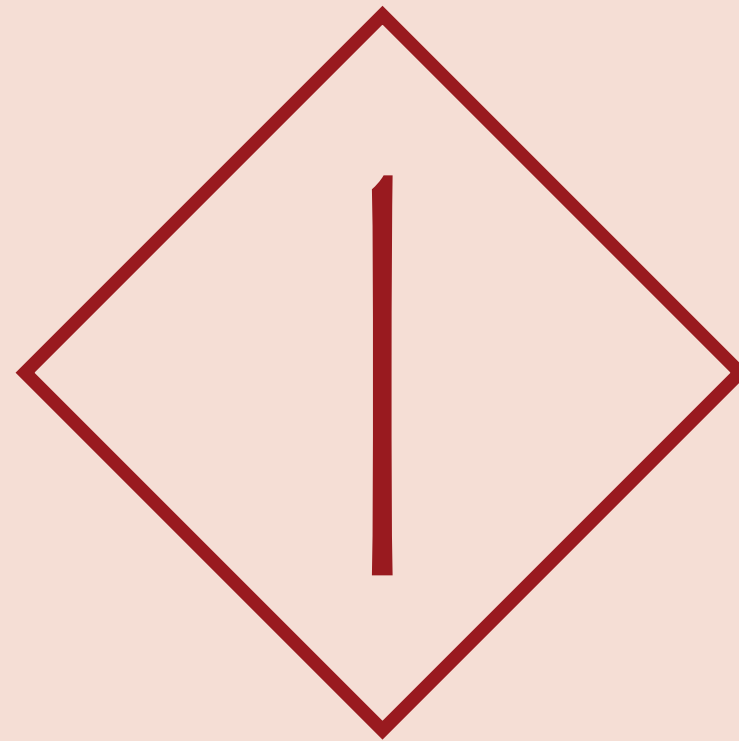


We have a clear strategy.



■ YES

■ NO



Employee  
engagement is  
on the decline.

GALLUP



It's never been  
harder to recruit or  
retain employees.

SHRM

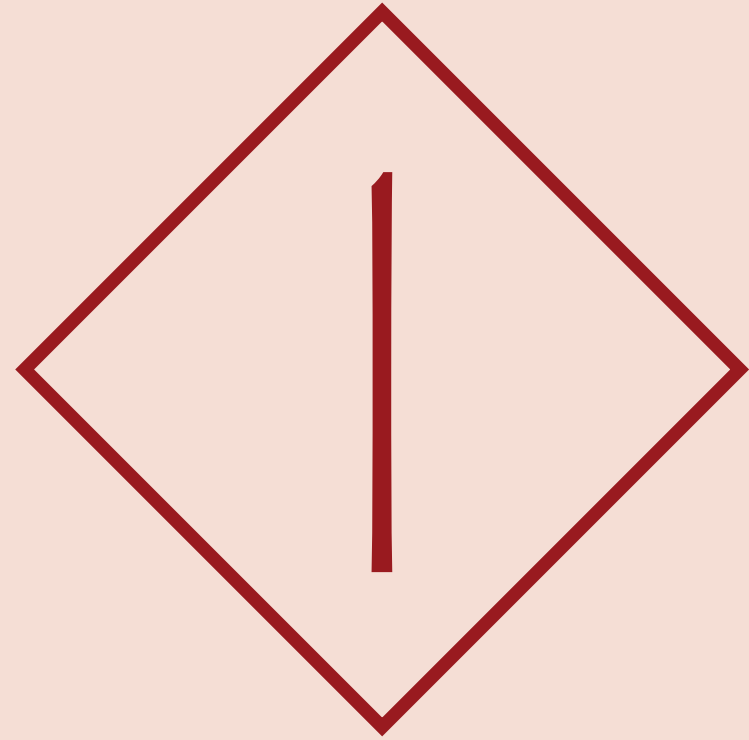


A goal without  
a plan is just  
a wish.

MANIFESTA

Welcome to the  
age of culture.

# AGENDA FOR OUR INTERACTIVE SESSION



**What is culture?**



**What's the business case for culture?**



**What actions can you take immediately?**



**Q&A**



# What *is* culture?

WHAT?



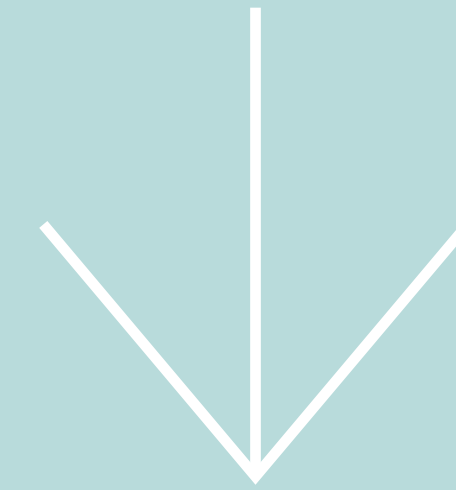
Products  
& Services

WHY?



Purpose  
& Mission

HOW?



Culture

# cul·ture

**(A)**

The lifeblood of a vibrant society — expressed in the ways we tell stories, celebrate, remember the past, entertain and imagine

**(B)**

The characteristic features — way of life — shared by people in a place or time

**(C)**

The customary beliefs and material traits of a social group

**(D)**

The shared attitudes, values, goals and practices that characterizes an institution or organization

# cul·ture

a clear set of signals—a  
language—that can be  
operationalized for greater  
group performance

Why does  
culture *matter*?

**DISENGAGED WORKERS COST**

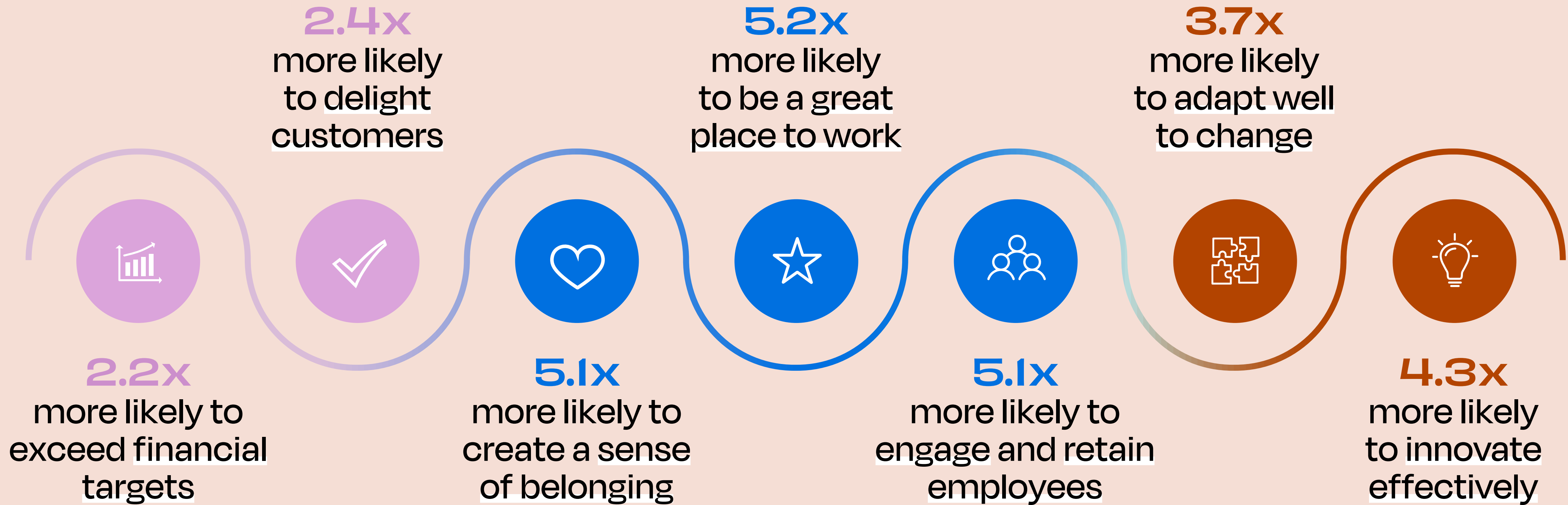
**\$7.8**

**TRILLION**

**IN LOST PRODUCTIVITY.**

REPLACING AN EMPLOYEE IS  
**150%**  
**COSTLIER**  
THAN RETAINING THEM.

# THE ROI IS CLEAR.



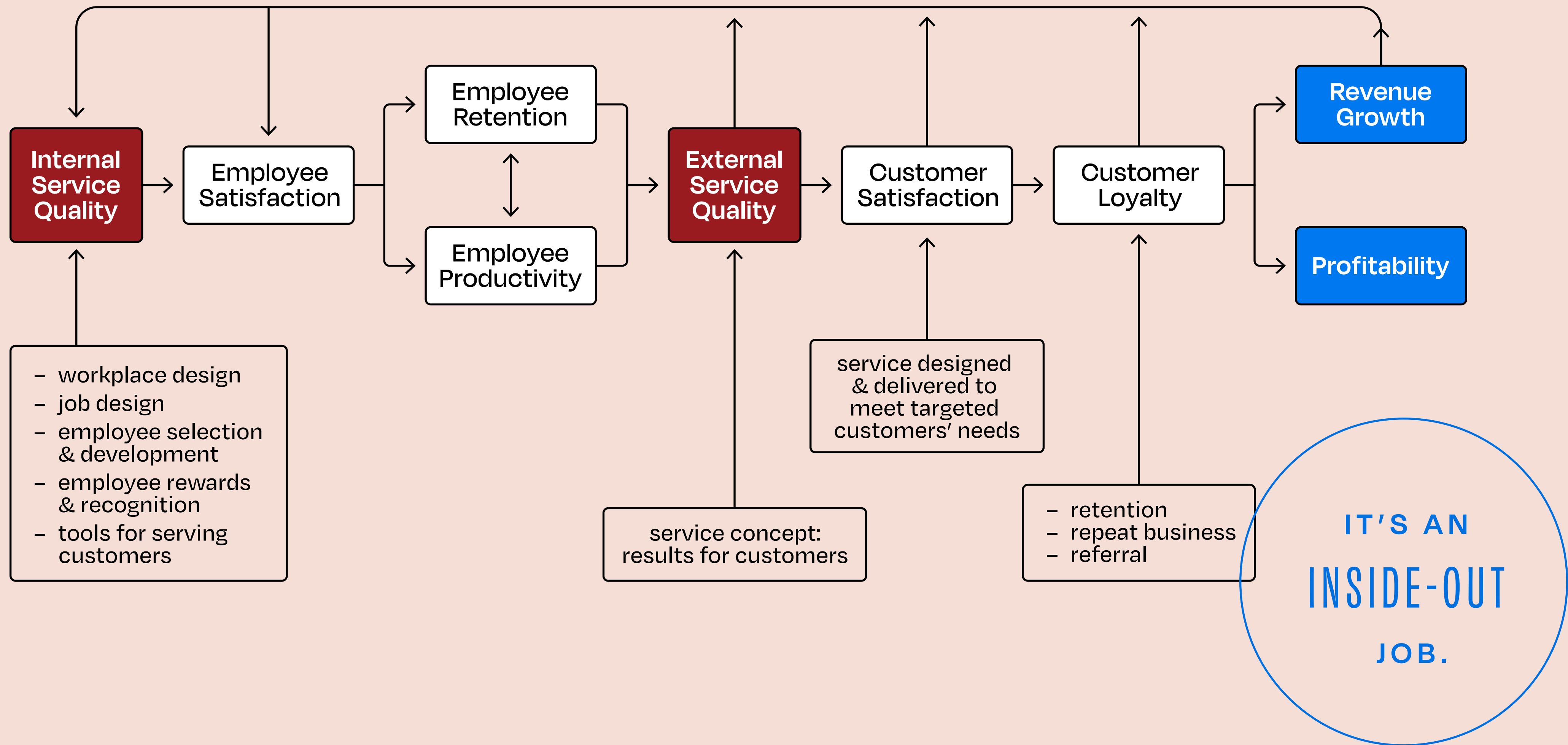
## BUSINESS OUTCOMES

## PEOPLE OUTCOMES

## INNOVATION OUTCOMES



# THE SERVICE-PROFIT CHAIN



What can *you*  
do about it?

No. 1

Develop your  
leadership  
strategy.

TRUST

COMPASSION

STABILITY

HOPPE

No. 2

Define and  
operationalize  
your values.

No. 3

Listen to your  
people → design  
your employee  
experience

## MEANINGFUL WORK



Jobs and values fit

Autonomy and agency

Agile teams, supportive coworkers

Time to focus, innovate, and recover

## STRONG MANAGEMENT



Clear goals with stretch opportunity

Regular coaching and feedback

A focus on management development

Transparent, simple performance management

## POSITIVE WORKPLACE



Tools, processes, and systems to get work done productively

Appreciation, recognition, and rewards

Flexible hours and workspace

Inclusive, diverse, and sense of belonging and community

## HEALTH AND WELLBEING



Safety and security in all aspects of work

Personal fitness, health, and physical wellbeing support

Psychological and emotional well-being and support

Family and financial support

## GROWTH OPPORTUNITY



Open, facilitated job and role mobility

Career growth in multiple paths

Many forms of learning as needed

A culture that supports learning

## TRUST IN THE ORGANIZATION



Mission and purpose beyond financial goals

Transparency, empathy, and integrity of leadership

Continuous investment in people

Focus on society, environment, and community

To hire Amira El-Gawly and her team, reach out:

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